

Sample Script for 4Hers and Parents:

Hi, my name is _____ and I am a member of the local 4H in the South Central District. How are you?

We are having our annual district 4H show and I was calling to see if you would be interested in purchasing an ad in our program this year.

We have several very reasonable options for you to support our local 4H with a full page ad at just \$50. Your ad would be visible to a very targeted audience of nearly 100 riders along with their trainers and families.

Would you like to take out a full-page ad this year in our brochure for \$50. A portion of the proceed would go to my fees for the show.

(Wait for their response).

If they say no:

Would you consider doing a half page ad for \$35?

Would you consider doing a business card ad for \$25?

Regardless of what their response is to your ad pitch. **Graciously thank them for their time (and/or ad).** Please remember you are representing yourself and your 4H.